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ABSTRACT OF THE DISCLOSURE

Methods and systems for scaling down a Web page image enables the image to be displayed on a standard television without horizontal scrolling of the image. A Web page image that initially has a horizontal dimension larger than the horizontal dimension of a television display is received from a web server and subsequently scaled down by a scaling factor that is based only upon the amount of scaling that is necessary to fit the image within the horizontal dimension of the television display. This scaling factor is used to scale the image horizontally and vertically, thus preserving the aspect ratio of the image. When a hyperlink from the scaled down Web page image is selected, coordinates to the hyperlink are scaled up based on the same scaling factor so that they will correspond with the server-side image map of the Web page image.

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